



WTIC-TV

ORDER

Print Date 10/30/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	<u>396166 - 1</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>Agency Com</u> 15%	<u>Estimate #</u>	1954
	10/30/12 10/30/12	<u>Billing Contact</u>	<u>Alt Order #</u>	06361683
<u>Advertiser</u>	E Esty/D/5th Dist/Congress	3050 K St NW Washington, DC 20007	<u>Billing Type</u>	Cash
<u>Agency</u>	Greer Margolis & Mitchell, In		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		<u>Sales Office</u> TWDC	<u>Billing Cycle</u>	EOM/EOC
3050 K St NW Washington, DC 20007		<u>Sales Region</u> National	<u>Billing Calendar</u>	BROADCAST
		<u>Agency Ref</u>	<u>Demographic</u>	A35+
			<u>Rev Codes</u>	AGY POL CAND
			<u>Product Codes</u>	PL3
			<u>Priority</u>	01
			<u>Advertiser Ref</u>	

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 157166

Competing Station	% of Order	Amount
2WCCT	1%	1571
3WFSB	45%	70725
4WVIT	12%	18860
5WTNH	27%	42435
6WCTX	%	0
7CABL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	25	\$20,038.75	\$23,575.00	0.00	10/29/12	11/06/12	25	\$20,038.75	\$23,575.00
Totals	25	\$20,038.75	\$23,575.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 1	61	10/30/12	11/02/12	M-F News at Ten	CM	10p-11p	- TWTF--	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		1	\$1,400.00								
E 2	61	10/30/12	11/02/12	M-F 10a-11a	CM	10a-11a	- TWTF--	:30	1	\$175.00	01	0.00	NM	1	\$175.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		1	\$175.00								
3	61	10/30/12	11/02/12	M-F News at 11pm	CM	11p-1135p	- TWTF--	:30	1	\$375.00	01	0.00	NM	1	\$375.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		1	\$375.00								
E 4	61	10/30/12	11/02/12	M-F 5a-6a	CM	5a-6a	- TWTF--	:30	2	\$110.00	01	0.00	NM	2	\$220.00
				M-F 5a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		2	\$110.00								
5	61	10/30/12	11/02/12		CM	6p-630p	- TWTF--	:30	1	\$425.00	01	0.00	NM	1	\$425.00



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Contract / Revision **396166-1** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12 / 10/30/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**

Estimate # 1954



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Contract / Revision **396166-1** Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision 10/30/12 / 10/30/12Order Sep 00:15:00Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY** Estimate # **1954**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 18	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	--- 1 --	:30	1	\$1,800.00	01	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1 --		1	\$1,800.00			0.00					
E 19	61	10/30/12	11/02/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		1	\$200.00			0.00					
N20	61	11/01/12	11/01/12	Thur Prime Rotator X-Factor	CM	8p-10p	--- 2 ---	:30	2	\$4,000.00	01	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 2 ---		2	\$4,000.00			0.00					
N21	61	10/31/12	11/02/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	-- WTF--	:30	3	\$200.00	01	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		3	\$200.00			0.00					
Totals														25	\$23,575.00